CLAIM AMENDMENTS

The following listing of claims replaces all prior listings and versions of claims in this application.

1. (Currently Amended) A method comprising:

displaying a floor diagram of a gaming establishment on a display device, said floor diagram including locations of gaming devices within the gaming establishment, said display device communicatively coupled to a central server and to a patron database, and said display device configured to display a first interface and a second interface, wherein access to said first interface and said second interface is limited to a system user, said system user being a player host or staff member of said gaming establishment;

displaying the first interface on the display device, said first interface comprising a visual indicator of a location of a first patron rendered on the floor diagram of said gaming establishment;

defining, at the central server, a plurality of profiles associated with a corresponding plurality of profile valuations, and

determining, at the central server, in substantially real time, a recommendation of at least one award to offer to the first patron by:

receiving an input from the system user, via the display device, of at least one of a first patron profile definition and an award type;

evaluating substantially real-time transaction activity of said first patron;

assigning, responsive to the input from the system user, a profile for said first patron based at least upon portions of historical transaction information pertinent to said first patron, said substantially real-time transaction activity, observed preference data, and, when the input from the system user includes a first patron profile definition, the first patron profile definition;

matching two or more awards to the assigned profile, the two or more awards conforming, when the input from the system user includes an award type, to the award type;

determining for each of the awards a respective likelihood of acceptance by said first patron based upon the historical transaction information and the observed preference data; and

sorting the two or more awards according to the respective likelihoods of acceptance;

displaying the second interface on the display device, said second interface comprising information indicating the at least one recommendation of an award to offer to the first patron, said recommendation resulting from the central server: defining a plurality of profiles associated with a corresponding plurality of profile valuations; receiving an input from the system user, via the display device, of at least one of a first patron profile definition and an award type;evaluating substantially real-time transaction activity of said first patron; assigning, responsive to the input from the system user, a profile for said first patron based at least upon portions of said historical transaction information pertinent to said first patron, said substantially real-time transaction activity, said observed preference data, and, when the input from the system user includes a first patron profile definition, the first patron profile definition;matching two or more awards to the assigned profile, the two or more awards conforming, when the input from the system user includes an award type, to the award type;determining for each of the awards a respective likelihood of acceptance by said first patron based upon the historical transaction information and the observed preference data; andsorting the two or more awards according to the respective likelihoods of acceptance.

2. (Canceled)

3. (Previously Presented) The method of claim 1 further comprising:

defining a plurality of awards, said matching further including selecting a first award from said plurality of awards based upon a profile valuation of said profile and a value of said first award.

4. (Previously Presented) The method of claim 1 wherein the assigned profile is characterized by a profile valuation, said two or more awards being valued at less than or equivalent to said profile valuation.

5. (Previously Presented) The method of claim 1 wherein said matching or said sorting includes considering award preferences of said first patron.

6. (Original) The method of claim 5 wherein said matching further includes considering current conditions.

7. (Original) The method of claim 5 wherein said award preferences are based at least in part upon reaction of said first patron to other awards previously offered to said first patron.

8. (Previously Presented) The method of claim 1 wherein said generating step further comprising the central server:

  regularly evaluating substantially real-time transaction activity of each patron of said plurality of patrons; and

  assigning a patron profile to each patron of said plurality of patrons based upon respective portions of said historical transaction information and said substantially real-time transaction activity.

9. (Previously Presented) The method of claim 8 further comprising matching one or more awards to each said patron profile.

10-20. (Canceled)

21. (Currently Amended) A system comprising:

  a central server configured to determine, in substantially real time, at least one recommendation for at least one award to offer to a first patron;

  a patron database;

a display device communicatively coupled to the central server and to the patron database, said display device configured to:

display a floor diagram of the gaming establishment, said floor diagram including locations of gaming devices within the gaming establishment; and

display a first interface and a second interface, wherein access to said first interface and said second interface is limited to a system user, said system user being a player host or staff member of said gaming establishment;

wherein:

said first interface comprises a visual indicator of a location of [[a]] the first patron rendered on the floor diagram of said gaming establishment; ~~and said second interface comprises information~~ indicating ~~at least one recommendation of an award to offer to said first patron, said recommendation resulting from~~

the central server is configured to determine the at least one recommendation by:

defining a plurality of profiles associated with a corresponding plurality of profile valuations;

receiving an input from the system user, via the display device, of at least one of a first patron profile definition and an award type;

evaluating substantially real-time transaction activity of said first patron;

assigning, responsive to the input from the system user, a profile for said first patron based at least upon portions of said historical transaction information pertinent to said first patron, said substantially real-time transaction activity, said observed preference data, and, when the input from the system user includes a first patron profile definition, the first patron profile definition;

matching two or more awards to the assigned profile, the two or more awards conforming, when the input from the system user includes an award type, to the award type;

- 5 -

determining for each of the awards, a respective likelihood of acceptance by said first patron based upon the historical transaction information and the observed preference data; and

sorting the two or more awards according to the respective likelihoods of acceptance; and

said second interface comprises information indicating the at least one recommendation of an award to offer to the first patron.

22. (Canceled)

23. (Canceled)

24. (Previously Presented) The award system of claim 21 wherein said central server is configured to define a plurality of awards, said matching further including selecting a first award from said plurality of awards based upon a profile valuation of said profile and a value of said first award.

25. (Original) The award system of claim 24 wherein a first of said awards matched to a first of said profiles is characterized by an award valuation less than a profile valuation associated with said first of said profiles.

26. (Previously Presented) The award system of claim 24 wherein the display device is a hand-held device.

27. (Previously Presented) The award system of claim 24 wherein the central server is further configured to generate a script containing information that describes how to deliver said first award to said first patron and to output said script to the display device.

28. (Previously Presented) The method of claim 1 wherein the display device is a hand-held device.

29. (Previously Presented) The method of claim 1 further comprising generating a script containing information that describes how to deliver said award to said first patron and outputting said script to the display device.

30. (Previously Presented) The method of claim 1 wherein the determining step further comprises determining for each of the awards a likelihood of acceptance by said first patron based upon a time of day.

31. (Previously Presented) The method of claim 1 wherein the observed preference data includes patron location observed within the gaming establishment.

32. (Previously Presented) The method of claim 1 wherein the observed preference data includes observed time played by a patron at a location within the gaming establishment.

33. (Previously Presented) The method of claim 1 wherein the observed preference data includes an observed meal type selected by a patron.